

NEW HAMPSHIRE STATE LIQUOR COMMISSION
MAY 10, 2006, 1:00 P.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
 - A. Additional Store Security Details Recommendation
Memorial Day through Columbus Day, 2006
 2. Purchasing Report
 3. Merchandising Report
- A. SPIRITS:
- 1) Line Extension Requests:
 - a. Bombay Sapphire Gin, 375ML
 - b. Tequila Rose Strawberry Cream Liqueur & Gran Gala
Orange Liqueur, 50ML
 - 2) Product Demo (Kahlua Mudslide)
 - 3) July Special Offers:
 - a. 1 item – Flag Hill Winery & Distillery
 - b. 4 items – M.S. Walker, NH
 - c. 4 items – Perfecta Wine Company
 - d. 4 items – Pine State Trading Company
 - e. 41 items – Executive Wine & Spirits
 - f. 26 items – Martignetti Companies of NH
 - g. 127 items – Horizon Beverage Company
- B. WINES:
- 1) Special Offers for July 2006:
 - a. 5 items – Charles Zoulas
 - b. 10 items – M.S. Walker, NH
 - c. 24 items – M.S. Walker, NH (25% Off Sale)
 - d. 5 items – Executive Wine & Spirits
 - e. 62 items – Martignetti Companies of NH
 - f. 56 items – Southern Wine & Spirits of N.E., Inc.
 - 2) Store Tasting (Quarra wines)

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- 3) Purchase & Introduction of Querceto Chianti
- 4) Test Market Requests:
 - a. Marco Real
 - b. Luzon Verde Monastrell
 - c. Kumala Wines
 - d. Goundrey Wines
 - e. Alamos (line extension)
 - f. Red Truck Varietals
 - g. Dreamy Clouds Rihaku Nigori Sake
- 5) Recommended Allocated Wines for Distribution to Selected Stores (13 items)
- 6) Recommended Allocated Wines (Absolutes) for Distribution to Selected Stores (7 items)
- 7) Primary Source Submissions (1 exclusive agent; 16 imported)

III. ENFORCEMENT & LICENSING REPORTS

IV. CHAIRMAN'S REPORT & LATE ITEMS

1. Bailment Requests
2. Coupon Approvals
3. Late Items/Other

V. EXECUTIVE SESSION

/D. Hartford